



Santiago Urbina

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ABOUT ME

Senior public affairs and political advocacy consultant leveraging 15+ years of experience in government affairs, international trade, strategic communications, and public/private policy advocacy to help clients achieve their objectives in complex and innovative environments. For the past 11 years I have successfully managed different policy dossiers and advocacy campaigns including Alternative Proteins, Civic Participation Technologies, Sustainable Trade, Data Protection, Coalition Building, Public-Private Cooperation, International Tenders, Development Aid, Market Access, and Civic & Political Rights. Prior to my work in the private sector, I was a career diplomat specialized in international trade negotiations, with services duties at the WTO, WIPO, ITU & UNCTAD in Geneva; the European Commission, The European Parliament, and the World Customs Organization in Brussels; and the Kingdom of Spain.

WORK EXPERIENCE

10/09/2012 – CURRENT Madrid, Spain

PUBLIC AFFAIRS AND POLITICAL ADVOCACY CONSULTANT SANTIAGO URBINA PUBLIC AFFAIRS /GLOBALIX TRADE INTELLIGENCE AND COMMUNICATIONS

Senior Public Affairs and Political Communications consultant assisting European and Latin American enterprises, political organizations and Non-Governmental Organizations in their public affairs, lobbying, trade intelligence and advocacy needs in the EU.

- Currently Leading policy work in Spain for a global Scientific Institute seeking to advance Alternative Proteins. In this capacity I have been able to design and implement a lobbying and advocacy campaign with Spanish political parties, government officials, industry, and R&D community.
- Mapped regulations (Tariffs, NTBs, SPS, national/regional/local regulations) that benefited or affected interests for a client seeking to promote Alternative Proteins (Plant-based, fermentation & cultivated meat) in Spain.
- Mapped stakeholders in Spain within National & Regional Governments, Food-Tech industry, Science & Technology hubs, Trade Unions, and Research Centers for an Alternative Proteins policy outreach campaign.
- Coordinated an engagement campaign in Spain with multiple stakeholders to advance a policy agenda for Alternative Proteins rallying the involvement of entrepreneurs, scientist, media, and politicians.
- Coordinated with grassroot organizations, trade associations, consumer groups and private enterprises nationally and regionally to build a coalition to exert political pressure in Spain for issues of consumer choice and deregulation.
- Coordinated international advocacy efforts for a coalition of political organizations and civil society groups with the European Parliament, the European External Action Service, Office of the UN High Commissioner for Human Rights, and various international advocacy organizations.
- Coordinating the international affairs and communications strategy for a political movement and a political foundation part of the Liberal International family.
- Implemented a political advocacy strategy for civil and political rights resulting in the adoption of a PNL (Proposición No de Ley) by the Spanish Parliament through the votes of PSOE, PP, Ciudadanos and Vox.
- Led a media campaign in Spain for a humanitarian organization resulting in wide coverage in major national media outlets.

- Coordinated efforts in Europe with grassroot organizations and NGOs in 16 European countries to exert political pressure in the continent for issues of democracy, electoral reform, and human right advocacy.
- Coordinated a European advocacy campaign with political parties in the EPP group, PES group, RENEW group, ECR group and the NGUEL group resulting in the adoption of resolutions and position papers on all the issues we were pushing for.

Business or Sector Other service activities | **Email** santiago@santiagourbina.com |

Website www.santiagourbina.com

18/04/2018 – CURRENT Madrid, Spain

FREEDOM INNOVATOR AND DEMOCRACY ADVOCATE FUNDACIÓN LIBERTAD

Civil rights defender and innovator advocating for democracy, freedom, and civic participation.

- Active advocate in the promotion of civic participation and democratic empowerment through technology and peaceful resistance.
- Coordinator and strategist of international affairs efforts for Fundación Libertad, and as such have been actively working with governments, civil society, international organizations, think tanks and political parties in Latin America, United States, Canada, and Europe.
- International Secretary of Fundación Libertad and representative in the activities and events of our political family Liberal International.

Business or Sector Activities of extraterritorial organisations and bodies | **Department** International Affairs |

Email info@fundacionlibertad.org | **Website** www.fundacionlibertad.org

01/03/2013 – 30/11/2013 Panama, Panama

REGIONAL DIRECTOR OF PUBLIC AND GOVERNMENT AFFAIRS-AMERICAS GLOBAL COALITION FOR EFFICIENT LOGISTICS

Regional Director of Public and Government Affairs for an International Public-Private Organization deploying a global software connecting the Global Supply Chain.

- Assisted in the establishment of a regional public / government relations strategy as well as the development and implementation of policies and procedures for the new Regional Office managing those relations.
- Provided leadership, guidance, and personal network to establish relationships with pan regional government organizations, government ministries, central banks, industry associations, and other NGOs across the continent.
- Assisted in the preparation of plans for events in countries throughout the region including high level government officials and industry keynote speakers, expert panelists, and press conferences with local and international media.

01/08/2010 – 01/01/2012 Madrid, Spain

FIRST SECRETARY, CHIEF OF THE CONSULAR SECTION EMBASSY OF NICARAGUA BEFORE THE KINGDOM OF SPAIN

Chief of the Consular Section Embassy of Nicaragua before the Kingdom of Spain

- Directed the fourth largest Consular Section for Nicaragua, overseeing a total migrant population of 90,000+ Nicaraguan citizens.
- Actively lobbied both civil authorities of the Spanish State and regional governments to improve the lives of Nicaraguan migrants in Spain. Together with other Latin American consuls and migrant associations we developed an advocacy strategy that influenced the Spanish authorities to amend, in a way favorable to our migrants, new regulations for the Immigration Law approved by Royal Decree 557/2011 on 20th April 2011.
- Coordinated trade promotion activities for Nicaragua in the Kingdom of Spain. Successfully pursued Spanish and other European investors in the areas of processing industry, tourism, agribusiness, and renewable energy.

01/08/2005 – 31/07/2010 Brussels, Belgium

FIRST SECRETARY, CHIEF OF THE TRADE AND POLICY SECTION MISSION OF NICARAGUA BEFORE THE EU

Directed both the Trade Section and the Political Section at the Nicaraguan representation to the European Commission, the European Council, the European Parliament, and the European Investment Bank

- Designed and implemented a continental lobbying and communications strategy aimed at launching the negotiations for an Association Agreement between the EU and Central America
- Coordinated the Brussels efforts for Nicaragua in the negotiations for an Association Agreement between the EU and the Central American states.
- Coordinated a permanent consultation process with relevant Members of the European Parliament, the 27 Representatives of the Trade Policy Committee (133 committee), COREPER and strategic business interest.
- Organized advocacy and promotion events that assisted the negotiating strategy by involving key players of the EU trade sector in the trade talks.
- Designed and executed a monitoring and reporting mechanism on the activities of committees of the European Parliament. I actively lobbied the International Trade Committee, the Development Committee, the Internal Markets and Consumer Protection Committee and the Foreign Affairs Committee.
- Coordinated relations between SANCO and the Nicaraguan authorities in charge of SPS, TBT and Normalization issues.
- Assisted in the management of relations between the Latin American Division of the European Investment Bank and the Nicaraguan government.

01/08/2000 – 31/07/2005 Geneva, Switzerland

FIRST SECRETARY, CHIEF OF THE TRADE SECTION MISSION OF NICARAGUA BEFORE THE UN AND OTHER INTERNATIONAL ORGANIZATIONS IN GENEVA

Represented and negotiated the interests of the Nicaraguan Government at the World Trade Organization (WTO) and its subsidiary bodies, the United Nations Conference on Trade and Development (UNCTAD), the World Intellectual Property Organization (WIPO) and the International Telecommunication Union (ITU).

- As lead negotiator for the Trade Related Aspects of Intellectual Property Rights (TRIPS) Council at the WTO and at the World Intellectual Property Organization (WIPO), we successfully presented the Intellectual Property Legislation Review and Nicaragua acceded to the Paris Patent Agreement, the Madrid Trademark Agreement and the UPOV 1978 convention.
- Negotiated the accession processes to the World Trade Organization of the People's Republic of China, Chinese Taipei, Saudi Arabia, and the Russian Federation. Obtaining sizeable exclusive quotas for Nicaragua's main exports.
- Chaired the Working Party on Rules of the General Agreement for Trade in Services in the period 2003-2004, becoming the first Nicaraguan delegate to preside over a subsidiary body of the WTO and the youngest delegate to date elected as Chairperson of any subsidiary body in this organization.
- Participated in the preparatory processes of 4 Sessions of the WTO Ministerial Conference (Seattle, Doha, Cancun, Hong Kong) and as a delegate and national coordinator in two of them (Doha and Cancun).
- Drafted and tabled with other representatives, the WTO Declarations of TRIPS and Public Health in 2001. Similarly, I was part of the drafting teams that tabled the proposal for a Tourism Satellite Account in 2001 and the proposals that created both the G20 and G33 informal groups.
- Coordinate the ITU Latin America and the Caribbean Group in the period 2004 to 2005. Nicaragua, at that time, held the Vice Presidency of the World Summit on Information Society (WSIS); in that context I was appointed Deputy Head of Delegation of Nicaragua. The Latin America and Caribbean Regional Group chose me as *Rapporteur* of the Regional Summits in Rio de Janeiro and Quito where we drafted the Regional Plan of Action and the Regional Declaration for the development of Information and Communications Technologies (ICTs) for the Region in compliance with the Millennium Development Goals (MDGs)

● **EDUCATION AND TRAINING**

04/09/1995 – 23/06/2000 Mobile, United States

BACHELOR OF SCIENCE ON GLOBAL BUSINESS University of Mobile

Address 5735 College Pkwy, 36613, Mobile, United States | **Website** www.umobile.edu

09/09/2011 – 12/09/2012 Madrid, Spain

MASTER OF SCIENCE ON STRATEGIC COMMUNICATIONS AND INSTITUTIONAL AFFAIRS Universidad Rey Juan Carlos I

Address Av. del Alcalde de Móstoles, 28933, Madrid, Spain | **Website** www.urjc.es

Address Calle de Costa Rica 9, 28016, Madrid, Spain | **Website** www.en.eserp.com

● LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	C1	C1	C1	C1	B2
ITALIAN	B1	B1	A2	B1	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Tech Skills

Remote working tools (Slack, Teams, Zoom, Meet, Discord) | Data Visualization (Canva) | Google Suite (Doc, Slides, Form, Sheet, Drive) | Project management and organization (Asana) | Microsoft Suite (Outlook, Microsoft PowerPoint, Microsoft Excel, Microsoft Word) | Analytical skills | Organizational and planning skills | Social media analysis, netnography, social listening tools | quantitative & qualitative social media use and analysis | Customer Relations Management | Skype | Project Management Tools (MS Project, Open Project, Project Libre) | Google: (Google Business, Google ADS & Google Analytics) | Instagram | Strategic Planning | Google Drive | Zoom

Soft Skills

Good listener / Good communicator | Team management & team work | Multicultural/international understanding and perspective | Trade negotiations | Workshop and Seminar Trainings especially regarding gender, sexuality, LGBTQIA+ spectrum, feminism | High integrity & Coordination skill and conflict solving skill | Empathic behaviour towards others | International work experience , cultural diversity issues in multi-cultural workplaces.

Policy Skills

Geopolitical Risk Analysis | political analysis | European Union Politics | Legislative and non-legislative drafting | Government Relations | Lobbying and advocacy campaigns | EU Legislative Processes | Event Management | Conceptual and practical understanding of contemporary issues in diplomacy and foreign policy | Strategic communications | Political Campaigns | Experienced in Inter-Institutional Relations External and Internal Relations Communication

International Trade

WTO | Trade Intelligence | Customs Regulations | Harmonized Tariff Codes | Rules of Origin | Trade Negotiations | Non-Trade Barriers